



2012/13 White Pages® Covers Project

Background on the Covers Program

The Covers Program has been running for more than 10 years across Australia.

Each year Sensis selects a theme for the phone books and calls for nominations of people who fit the selection criteria of that theme.

Nominations are submitted via email, the White Pages Community website, phone, mail and fax. A shortlist of nominees are drawn up and their stories presented to a team from White Pages® and Yellow Pages® who select the successful cover subject.

Some previous themes include Courageous Australians, Creative Australians: Inspiring our Communities and Aussie Sporting Heroes.

Some famous previous cover subjects include: Young accident survivor Sophie Delezio (Sydney, Courageous Australians), charity worker Les Twentyman (Melbourne, Courageous Australians), chef Stephanie Alexander (Melbourne, Celebrating Australian Flavour), chef Neil Perry (Sydney, Celebrating Australian Flavour), and basketballer Andrew Gaze (Melbourne, Australian Sporting Heroes).

When does the Adelaide Residential White Pages® come out?

The Residential book is available to residents who from now. Residents can also order a larger-size one if they like by ringing 1800 008 292; by visiting www.directoryselect.com.au; or by emailing bookdelivery@sensis.com.au

What is the theme and what does it mean?

This year's theme is *A Helping Hand, The Aussie Way* and recognises people in communities across Australia who go above and beyond to help those in need. Sensis were inspired by the way Aussies band together in tough times and how when things get difficult we dig in and get the job done.



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WHITE PAGES® CELEBRATES HELPING HAND
ROSEMARY MCKENZIE-FERGUSON ON ADELAIDE RESIDENTIAL COVER

Rosemary McKenzie-Ferguson, a Royal Park resident helping support injured workers and their families, has been selected to appear on the cover of this year's Adelaide Residential White Pages® book, to be distributed throughout Adelaide from 1 September 2012.

This year's Covers Program theme, *A Helping Hand, The Aussie Way*, recognises Rosemary for establishing the Work Injured Resource Connection (WIRC) in 1996, after injuring herself in a workplace accident. WIRC provides information, knowledge and support to make rehabilitation and the return to work a smooth ride for injured workers. As its driving force, Rosemary counsels workers via a free 24-hour helpline and travels the state giving advice and assistance.

In 2003, Rosemary established the Deceased Workers Memorial Forest at Bonython Park to give families who have lost loved ones in workplace accidents a place to grieve and pay their respects. Since its inception, more than 200 families have planted trees in memory of those lost.

"Experiencing a workplace accident doesn't just affect the individual, it also affects colleagues, families and loved ones. I hope this recognition lets people know that there is help available, and that they are not alone," Rosemary said.

Committed to helping others, Rosemary's latest venture is Bags of Love, a food relief program that has so far provided more than 4000 bags of groceries to families affected by workplace accidents.

Each year, Sensis®, the publisher of the White Pages®, recognises the efforts of local people in their communities by celebrating their achievements on the cover of its books. The theme for this year's covers, *A Helping Hand, The Aussie Way*, was inspired by the thousands of Australians who go above and beyond to help someone in need, or their local community when times are tough.

White Pages® Product Manager Sarah Simpson said, "Australians have always banded together in times of need – it's the Aussie way. No matter what the circumstances are, there's never any questions asked – we just get in and get the job done.

"In this year's Covers Program, we're delighted to recognise and celebrate Aussies who have lent a helping hand when someone has needed it most.

"Rosemary has set a fantastic example and it is fitting that she has been recognised on the cover of the Adelaide White Pages®."

This year Sensis is changing the way the compact-size Adelaide White Pages® Book will be distributed. For the first time, the Adelaide White Pages® Business and Government book and Adelaide White Pages® Residential book will be distributed in separate volumes. Residents also have the option to order a larger-size copy of the Residential Book by ringing 1800 008 292; by visiting www.directoryselect.com.au; or by emailing bookdelivery@sensis.com.au

Residents and businesses can choose not to receive a copy of the White Pages® by calling Sensis® on 1800 008 292 or visiting www.directoryselect.com.au. Did you know? The previous local people to appear on the cover of the Adelaide White Pages® were:

2011/12: Norton residents Sue and Sean Delaney featured on the cover under the theme *Australians Creating a Better Future*. Sue and Sean's selection recognised their commitment to sustainability through the establishment of their eco-certified winery Sinclair's Gully. Sinclair's Gully is one of the only two cellar doors in Australia to complete an advanced eco-certification accreditation program.

2010/11: Dr Bill Griggs featured on the cover under the theme *Courageous Australians*. Bill is well known for managing evacuations and victim care in numerous large scale emergencies. One of Bill's outstanding acts of courage was when he saved the life of a police officer who was shot 14 times during a siege.

2009/10: Influential arts figure Anthony Steel AM featured on the cover under the theme *Creative Australians: Inspiring our Communities*. Anthony was the first general manager of the Adelaide Festival and has worked with the Meryl Tankard Australian Dance Theatre, Barossa Music Festival, Adelaide Symphony Orchestra and State Opera of South Australia.